



Tools For Action

An inventory of nutrition and physical activity interventions in Wisconsin

Program Name
Green Bay Public Schools Food Service

Contact Information

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Program Information

Type of Program School
Year Coalition was Formed 2003
Primary program focus Nutrition
Region Northeastern
County Brown
Coalition Web Site Address

Program Information

Represented Groups on Coalition Business Community Government Media Schools UW-EX	Represented Professions on Coalition Business Citizen Rep Dietitian Educator Media Nurse Physician
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Intervention Name

Fit Kids

Intervention Information

Type of Intervention:
Physical Activity & Nutrition - Event
Focus Area:
General Physical Activity & Nutrition
Intervention Site or Setting:
School
Scope of Intervention:
School
Target Audience:
All races and genders Ages 5-11
Total Population in Area Served:
3,000
Number of Participants:
3,000
Implementation Status:
Ongoing

Partners:
WFRV Channel 5 and the Green Bay Packers
Unique Funding:
Evaluation:
Impact on Knowledge, Attitude & Behavior Semi-annually Direct Observation - Monthly
Evidence-Based or Best Practice based on
Students and staff have enacted behavioral change as a result of the program

Products Developed or Materials Used:

Fit Kids curriculum binder for teachers, monthly video vignettes

Intervention Description:

Fit Kids is a program designed to promote physical and emotional wellness for Green Bay Public Schools fourth grade students.

A Wisconsin Nutrition and Physical Activity Intervention